R.J. Reynolds
Tobacco Company

G. N. Kuruc, Jr.
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July 8, 1997

Mr. Charles Iszard
Amerada Hess Corporation
One Hess Plaza
Woodbridge, NJ 07095

Dear Charlie:

As discussed, listed below are details regarding our special advertising program in conjunction with the WINSTON Launch:

- Placement of the following advertising pieces:
  - WINSTON Changemat
  - 6" x 4" WINSTON Card (to be placed on top of RJR Permanent pack display)
  - 5' x 3' WINSTON Banner
- Payment of $20 per month for the months of August, September and October
- All pieces are pack individually and can be sent directly to stores.

My recommendation is that the Marts receive all three pieces, and the Co-Op's receive only the small card and banner. Payment for the Marts and Co-Op's would remain at $ 20 per month.

Your projected payment for this Program would be:

	Monthly	Three Months
Marts	$ 3,000	$ 9,000
Co-Op's	$ 4,900	$ 14,700
	$ 7,900	$ 23,700

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Source: https://www.industrydocuments.ucsf.edu/docs/yfcp0000